

**List of Courses Focus on Employability/Entrepreneurship/  
Skill Development**

**Department : *Journalism and Mass Communication***

**Programme Name : *M.A. in JMC***

***Academic Year : 2019-20***

***List of Courses Focus on Employability/ Entrepreneurship/Skill Development***


Sr. No.	Course Code	Name of the Course
01.	JMC-CC-301	Advertising and Public Relations
02.	JMC-CC-303	Women, Children and Media
03.	JMC-CC-304	Human Rights and Media
04.	JMC-CC-305	Film Studies
05.	JMC-CC-306	Folk Media & community Radio
06.	JMC-CC-307	Citizen Journalism
07.	JMC-CC-308	Visual Communication and Photography
08.	JMC-CC-401	Development Communication
09.	JMC-CC-402	Global Communication
10.	JMC-CC-404	Community Radio
11.	JMC-CC-405	Documentary Production
12.	JMC-CC-406	Corporate Communication

## **Scheme and Syllabus**

Semester III		Core Course	Theory	Internal assessment	Total Marks
	JMC-CC – 301	Advertising & Public Relations	60	40	100
	JMC-CC – 302	Internship			100
		Core Electives (Any 2 Courses)			
	JMC-CE – 303	Women, Children and Media	60	40	100
	JMC-CE – 304	Human Rights & Media	60	40	100
	JMC-CE – 305	Film Studies	60	40	100
	JMC-CE – 306	Folk Media & Community Media	60	40	100
		CBCT (Any one)			
	JMC-CE – 307	Citizen Journalism	60	40	100
	JMC-CE – 308	Visual Communication and Photography	60	40	100
		Total marks			500

		Core Course	Theory	Internal assessment	Total Marks
Semester IV	JMC-CC – 401	Development Communication	60	40	100
	JMC-CC – 402	Global Communication	60	40	100
	JMC-CC – 403	Dissertation			100
		Core Electives (Any 2 Courses)			
	JMC-CE – 404	Community Radio	60	40	100
	JMC-CE – 405	Documentary Production	60	40	100
	JMC-CE – 406	Corporate Communication	60	40	100
		Total Marks			500

1. L= Lecture, T =Tutorial, P= Practical, CH= Contact Hours.
2. CBCT - Choice Based Credit Transfer and open for the students of other Departments.
3. Students will undertake the Internship during the summer semester-break after completion of the Second Semester.
4. The Department offers for Allied Elective Courses of inter-disciplinary nature. A student is required to select any one of the following Allied Elective Courses and apply to the HoD in writing, expressing his/her interest. Considering majority of choices of the students and teaching facilities, the HoD in consultation with the teaching staff council may notify the Allied Elective Courses to be taught for that particular session. In this regard the decision of the HoD is final and binding.

  
 26/11/18

### SYLLABUS FOR SEMSTER- III

#### JMC-CC - 301 - ADVERTISING & PUBLIC RELATIONS

##### **Unit I**

Evolution and growth of advertising: Definitions, Preparing advertisements for various media, Theories and Models of Advertising – Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; advertising agency, various departments, agency-client interface.

##### **Unit- II**

Advertising campaign, product analysis, media planning, copy writing, various stages of creative process, advertising appeals, language of advertising. Brand management and brand positioning. Ethical and legal aspects of advertising, Apex bodies in advertising-AAAI, ASCI etc.

##### **Unit III**

Public Relations: Concept, definition, nature and scope. Public Relations and allied disciplines. Publicity, Propaganda; Historical development of Public Relations; Recent trends in PR. Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations.

##### **Unit IV**

Public Relations; Public opinion, Principles and methods of persuasion; Tools of Public Relations; Public Relations campaign for government and corporate sectors, PR Agencies and functions, PR Departments; Role, qualities and qualifications of PR executives, PR ethics and codes, PRSI.

#### **BOOKS FOR REFERENCE**

1. Dr Varma and Agarwa l. *Advertising Management*
2. Vilanila m, J.V, and A.K.Vergheese. *Advertising Basics*
3. Chunawala and Sethia. *Foundation of Advertising*
4. Chauhan. *Essentials of Advertising*
5. Mohan, Mahendra. *Advertising Management*
6. Jethwaney, Jaishri & Jain, Shruti (2012). *Advertising Management*. OUP.
7. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*. OUP.
8. Jethwa ney, Jaishri N. & N.N. Sarkar. *Public Relations*. New D elhi: Sterling Publishers Pvt. Ltd.
9. Black, Sam. *Practical Public Relations*.
10. Sahai, Baldeo. *PR: A Scientific Approach*
11. Sardana , C.K. *The Challenge of P.R*
12. Kanl, J.M. *Public Relations in India*
13. Mehta, D.S. *Handbook of PR in India*

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**JMC-CC – 302 - INTERNSHIP**  
**Internship (Minimum 4 weeks)**

Students will undertake a four-week internship in media and communication organisations such as newspapers, magazines, radio, television, advertising agencies, public relations concerns or any other approved by the Head of the Department. Students will be evaluated based on the feedback received from the training institute, student's presentation and a detailed report. The students shall be required to produce a certificate to the effect that he/she completed the prescribed internship programme.

**JMC-CE – 303 - WOMEN, CHILDREN & MEDIA**

**Unit-I**

Media and social issues, problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution, domestic violence, problems elderly women,

**Unit-II**

Rights of children and adolescents, child labour, exploitation of children and reform process.

**Unit-III**

single women and working women, gender discrimination, media and women empowerment, Impact of media on women and children, women and children in advertising.

**Unit-IV**

Women as news makers, women and children's magazines, role portrayal of women in media, programmes on women and children on radio and TV, children's films, Women Journalists.

**BOOKS FOR REFERENCE**

1. Publication Division. *Women in Mass Media*
2. Kaplan, E. Ann; *Women & Film: Both sides of the Camera*, New York: Methnen, 1983.
3. Cowil, Elizabeth, *Representing the Women: Cinema and Psychoanalysis*. London: Macmillan Press Ltd, 1997.

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**JMC-CE – 304 - HUMAN RIGHTS & MEDIA****Unit-I**

Evolution of human rights, universal declaration of human rights, media and human rights in international perspective.

**Unit-II**

Thought and expression, freedom of speech and expression under Indian constitution, Freedom of press, right to know. Freedom of speech, right to privacy.

**Unit-III**

Writing on human rights-types of reports, sources of news, trends in Indian press, problems of writing about human right issues. Right to Information Act.

**Unit-IV**

The role of media in protecting human rights violations, investigative journalism, persuasive journalism and media activism. Media lobbying. Politics of Human Rights.

**BOOKS FOR REFERENCE**

1. Department of Public Affairs, United Nations. *Universal Declaration of Human Rights*.
2. Papademas, Diana (Ed). *Human Rights & Media*.
3. Guruswamy, S. *Human Rights & Gender Justice*
4. Kar, P.K and P.P. Panda. *Awareness of Womens Rights: Projection in Mass Media*

G. Singh



## **JMC-CE - 305 - FILM STUDIES**

### **Unit-I**

Origin and development of cinema-film language and theories, aesthetic theories, Soviet formalist theories, semiotic theories and ideological theories. Film and society, film movements, new wave films.

### **Unit-II**

film shooting, sound recording, set designing and set lighting, camera movements. Film crew- Director, Producer, Film star, Writer, Music director, Choreographer, Editor, Cinematographer, Art Director, Costume designer and others. Techniques of script writing.

### **Unit-III**

Film audiences, Film Censorship, Regulation and finance of film production, film magazines, film festivals, film awards, reviews of select Indian and foreign films.

### **Unit-IV**

Regional Cinema- history and technological developments, personalities of Regional cinema, cinema and local culture, problems of Chhatisgarhi cinema. Review of selected Chhatisgarhi films.

## **BOOKS FOR REFERENCE**

1. Robinson, David. *World Cinema: A Short History 11895-1980*. London: Eyre Methnen, 1973
2. Barnouw, Erik & S.Krishnaswamy. *Indian Film*. New York: Columbia University Press, 1963
3. Dickinson, Thorold. *A Discovery of Cinema*. London: Oxford University Press, 1971.
4. Robert, Stam & Toby Millev (Ed). *Film and Theory: An Anthology*. Malden : Blackwell Publishers Inc, 2000.
5. Andrew, J Dudley. *The Major Film Theories: An Introduction*. London: Oxford University Press, 1976.
6. Mast, Gerald & Marshall Cohen. *Film Theory and Criticism: Introductory Readings*. London: Oxford University Press, 1976.
7. Nichols, Bill (Ed). *Movies and Methods*. Calcutta: Seagull Books, 1993.
8. Mamer, Bruce. *Film Production Technique*. Belmont: Wadsworth/Thomson Learning, 2000.
9. Beltetini, Gianfranco. *The Language & Technique of the Film*. Hagne: Monton, 1973.
10. Bondanella, Peter (Ed). *Federico Fellini: Essays in Criticism*. New York: Oxford University Press, 1978.
11. Ray, Satyajit. *Our Films, Their Films*. Hyderabad: Orient Longman Ltd, 1976.
12. Ghatak, Ritwik. *Cinema and I*. Calcutta: Rupa & Co., 1987.
13. Hill, John & Gibson, Pamela Church. (2000). *Oxford Guide to Film Studies*. Oxford University Press.
14. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers

G. Bagchi

## **JMC-CE – 306 - FOLK AND COMMUNITY MEDIA**

### **Unit I**

**Culture and Tradition** -Meaning of Culture, Tradition, Folklore, oral tradition, Different Folk Media in India and Odisha, Devotional and religious forms, voicing public opinion and creating awareness through folk media.

### **Unit II**

**Community:** Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India, Community social capital, Communities as stakeholders in development.

### **Unit III**

**Understanding community media-** Case study of select community media initiatives. Community media in India and Chhatisgarh. **Community Radio in India:** Introduction, History and Recent development.

### **Unit IV**

**Participatory techniques-** Community participation, Participatory data collection techniques.

**Practical –** Community media production in collaboration with a community in any format such as Street play, Puppetry, Radio, Video etc.

### **Textbooks**

1. Howley, K. (2010). *Understanding Community Media*. New Delhi: Sage
2. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage

### **References**

1. Halleck, D.D. (2002). *Hand Held visions: The impossible possibilities of community media*. USA: Fordham University Press.
- Gordon, J. (2009). *A collection of community media debates and dilemmas*. Bern: Peter Lang

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## JMC-CE-307 – Citizen Journalism

### Course Objectives:

- understand the similarities and differences between mainstream, alternative and citizen produced journalism
- know their ethical and legal responsibilities as content producers
- develop hands-on skills in using social media tools, such as blogs, Twitter, Flickr and YouTube.
- have a basic understanding of the state of journalism today

### Unit-I

Citizen Journalism: Concept, Background, Basics of news selection, Interviews: type and techniques, Platforms for Citizen Journalism, Introduction to Social Media.

### Unit-II

ICT in journalism, Social Collaboration: Virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Blogs, Copyright and Censorship: Threats Facing Open Source Journalism.

### Unit-III

Cyber activism: Concept and Case Studies, Social Collaboration: virtual community, wikis, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Youtube, Sound cloud.

### Unit-IV

Web design, integrating multimedia content, Audio clips, Podcasting and citizen Journalism, basics of digital photography and basics of videography

### Practical -

Creating and designing Blogs, developing web designs, Cell phone reporting, Publishing multimedia content in the internet and web version of lab journals.

### References:

1. Citizen Journalism, Global Perspectives. Stuart Allan and Einar Thorsen (Eds). NY: Peter Lang, 2009.
2. Readings: Text: Citizen Journalism, Global Perspectives, Chapters 15 & 18.
3. Text: Citizen Journalism, Global Perspectives. Chapters 2, 3 & 4. Online: Social Media, Human Rights, and Political Change by Sarah Joseph
4. *We the media: grassroots journalism by the people for the people* by Dan Gillmor. 1st edition, July 2004.
5. *We've got blog: how weblogs are changing our culture*. Perseus publishing
6. Felix, L. Stolarx, D.(2006). Video blogging & Podcasting, Focal Press.
7. Mirabito, M., Morgenstern, B. L. (2004). New Communication Technologies, Focal Press
8. Ward, M.(2002). Journalism Online, Focal Press.
9. Citizen Witnessing: Revisioning Journalism in Times of Crisis. Stuart Allan, NY: Peter Lang, 2013.

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### **JMC-CE-308 VISUAL COMMUNICATIONS AND PHOTOGRAPHY**

The course aims at helping the students to understand the importance of visuals and graphics in communication. It introduces students to communicate effectively and create powerful messages through visuals. The theoretical aspects of visual communication and the principles of design are dealt elaborately. In addition students would be taught the basics of photography.

#### **Unit I**

**Concept of Art:** What is Art? Structure, Form and Meaning of Art, Art as Commerce, Art as Commodity, Reality and constructed Images

#### **Unit II**

**The Visual Image** - Visual modes of communication. The visual elements- space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity. Perception- depth, height etc. Creative process- the ability to create, transform and arouse curiosity.

#### **Unit III**

**Theories of Visual Communication**- its application in analyzing visual elements in media. Visual analysis: Introducing Semiotics, Interpreting images from different perspectives.

#### **Unit IV**

**Photography**-history, principles of photography, Pinhole camera, basics of camera operation, parts of the camera, Digital versus Analogue camera, SLR, Point and Shoot camera.

**Basic elements of Composition**, Perspectives, Depth of field, Rule of the third, Focal length. Types of Lenses- normal, wide, telephoto, filters. Branches of photography- Nature, Still, Architecture, Wedding, Sports, Photo Journalism etc. Basics of Typography, selection and combination of fonts, color for fonts, using fonts for different forms of media.

**Practical:** Posters/Brochure design, and Photography exhibition

#### **Textbooks**

1. Smith Kenneth L., et.al. (2011). *Handbook of Visual Communication: Theory, Methods, and Media*. Routledge.
2. Messaris, Paul (1996). *Visual Persuasion – Role of Images in Advertising*. Sage.

#### **References**

1. Hodge, Gavin, et. al. (1990). *In Introduction to Photography*. Sandstone Publishing.
2. Wileman, Ralph E. (1993). *Visual Communicating*, Educational Technology Publication.
3. Bergstrom, Bo. (2009). *Essentials of Visual Communication*. Thames and Hudson.
4. Drew, Helen. (2005). *The Fundamentals of Photography*. AVA Publishing.
5. McCartney, Susan. (2001). *Mastering the Basics of Photography*. Allworth Press.

*G. Sagar*

## SYLLABUS FOR SEMSTER- IV

### JMC-CC - 401 - DEVELOPMENT COMMUNICATION

#### **Unit I**

Development: concept, process and approaches; role of communication; paradigms; concept and models of Development Communication.

#### **Unit II**

Strategies and tools in Development Communication; social, cultural and economic barriers to Development Communication; Democratic Decentralization-Planning at national, state and regional levels.

#### **Unit III**

Diffusion of Innovations; Role of media in Development Communication-print, electronic and folk media.

#### **Unit IIII**

Designing messages for Development Communication; Alternative Media, Community Newspapers; Multi-media approach to Development Communication.

### **BOOKS FOR REFERENCE**

1. Narula, Uma. *Development Communication*.
2. Murty, DVR. *Development Communication-Theory & Practice*.
3. Gupta, V.S. *Communication Technology, Media Policy and National Development*.
4. Mody, Bela. *Designing Messages for Development Communication*.
5. Mathur, K.B. *Communication for Development and Social change*.
6. Gupta, V.S. *Communication, Development and Civil Society*.
7. Joshi, Uma. *Understanding Development Communication*.
8. Gupta, V.S. *Communication and Development*.

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**JMC-CC-402-Global Communication**

This course aims to give the theories of perspectives of communication as applied in political fields and also at international level so as to understand the role of communication both in resolving international disparities and reinforcing the existing power relations between and within nations. The course in fact, is designed combining what was seen as two different perspectives into one course because of the changing global and national communication and media context and commonalities in theoretical trajectories.

**Unit I**

**International dimensions of Political Communication.** Globalization of media, transnational news, Ideological promotion and conflict, international relations and propaganda, emergence of third world political communication.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication - international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

**Unit II**

**Introduction to identity politics and its relation to nation-building** - local assertions and its links to global assertions, gender issues - country or region-specific gender, race, class and caste issues from a post-colonial perspective; racial profiling, discrimination, xenophobia and cross border migration, HDI, Development and Environmental Concerns - conflict of interests between economic and environmental concerns.

**Unit: III**

**Political, Economic and Cultural dimensions of International Communication** - communication and information as a tool of equality and exploitation, international news flow, imbalance in media growth – international, regional and internal disparities. Impact of ICT on news flow, information super highways – international telecommunication and regulatory organizations.

**Unit: IV**

**UNESCO's efforts in removal of Imbalance in News flow** – NWICO, MacBride Commission's report, NANAP, Issues in international communication, democratization of information flow and media systems, cultural imperialism – criticisms; violence against media persons, transnational media ownership and issues of sovereignty and security.

**Textbooks**

1. Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2<sup>nd</sup> second. Hodder Arnold Publication.
2. Mohammadi, Ali. (1997). *International Communication & Globalization*, Sage Publications.

**References**

1. Edward S. Herman, and Noam Chomsky, (2002) *Manufacturing Consent: The Political Economy of the Mass Media*, New York: Pantheon Books.
  2. Seator, Jean. (1998). *Politics and the Media*, Blackwell.
  3. Gunther, Richard. (2000). *Democracy and the Media*, Cambridge.
- Thussu, DayaKishan (2009), *International Communication: A Reader*, Routledge

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JMC-CC - 403- DISSERTATION & VIVA-VOCE

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of faculty members. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavor to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

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**JMC -CE-405- DOCUMENTARY PRODUCTION**

The course is designed to enable students to make documentary films. They would have an understanding on fiction and non-fiction in film language, also the social relevance of documentaries in the society. The students are exposed to theoretical understanding of the production techniques and types of documentaries, production and post-production of documentaries.

**Unit I**

Introduction to Non-fiction- Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, early documentaries.

**Unit II**

Production process of Documentary- Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Recce, zeroing on the subject, Development of script, Scheduling, Budgeting.

**Unit III**

Essential elements of Script- understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view.

**Unit IV**

Production of Documentary- Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.

**Unit V**

Post- Production- Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments.

**Practical – Shooting and Editing****Textbooks**

1. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press.
2. Zettl, H.(2006) *Handbook of Television Production*, Wadsworth.

**References**

1. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
2. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon
3. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

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**JMC-CE-404 COMMUNITY RADIO**

This is a practical oriented course designed with a view to provide the students an understanding of the concept and process of Community Radio Broadcasting. The course will introduce to the latest developments in the field of Community Radio. The main emphasis of the course will be on production with the involvement of the local community.

**Unit I**

Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium.

**Unit II**

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development.

**Unit III**

Growth and development of CR in India, CR in Chhattisgarh, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India.

**Unit IV**

Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow casting.

**Practical**

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

**Textbooks**

1. Tabing Louie. (2002). *How to do community radio*. Unesco Publication, New Delhi.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO

**References**

1. Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London
2. Pavarala, V & Malik, K. (2007) *Other Voices -Struggle for community Radio in India*. Sage.

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## **JMC-CE – 406 - CORPORATE COMMUNICATIONS**

### **Unit I**

**Corporate Communication** – Defining Corporate Communication, evolution of Corporate Communication, roots of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Scope, functions, trinity in Corporate Communication.

### **Unit II**

**Media Relations** - Understanding media relations, Benefits of media relations, Public Relations and Media, Media Relations tools and techniques, Essentials of Media Relations, Writing for media and media relations.

### **Unit III**

**Corporate Reputation Management and Crisis Communication** – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Facing crisis, kinds of crises, and the basics of crisis management, Crisis management - crisis vs. problem, typology of crisis phases, Guidelines for preparedness and planning, Crisis Response Strategy.

### **Unit IV**

**Various applications of Corporate Communication** - Community Relations and CSR, Employee Communication, Investor Relations, Government Relations, Customer, dealer and vendor relations, Corporate Communication in Brand Promotion, IMC.

### **Unit V**

**Legal, Ethical issues and emerging Trends** –Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR, Corporate Communication – PRSI, IPRA, Professional code of ethics; new trends in PR, digital platforms, Social Media.

### **Textbooks**

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*, Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

### **References**

1. Black, Sam. (1983). *Practical Public Relations*, Prentice Hall.
2. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

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